

Sec. 19-6.6. Sign regulations.

19-6.6.1 General.

(A) *Purpose and Intent.* The purpose of this section is to promote the public health, safety, and welfare; and regulate the markets through a comprehensive system of reasonable, effective, consistent, content-neutral, and nondiscriminatory sign standards and design requirements. With these concepts in mind, this section is adopted for the following purposes:

- (1) To protect property values, the local economy, and the quality of life by preserving and enhancing the appearance of the streetscape, which affects the image of the City of Greenville.
- (2) To promote the free flow of traffic and protect pedestrians, cyclists, and motorists from injury and property damage caused by, or which may be partially attributable to cluttered, distracting, and or illegible signage.
- (3) To promote the use of signs which are aesthetically pleasing, of appropriate scale, and integrated with the surrounding buildings and landscape, in order to meet the community's expressed desire for quality development.
- (4) To promote and accomplish the goals, policies, and objectives of the Comprehensive Plan.
- (5) To balance public and private objectives by allowing adequate signage for business identification.
- (6) To provide design standards which are consistent with other applicable provisions of the City of Greenville Land Development Ordinance.
- (7) To prevent property damage and personal injury from signs which are improperly constructed or poorly maintained.

To achieve these purposes, it is the intent of this section:

- (1) To provide reasonably uniform standards while allowing functional flexibility, encourage variety, and create an incentive to relate signage to basic principles of good design.
- (2) To assure that public benefits derived from expenditures of public funds for the improvement and beautification of streets, and other public structures and spaces, are protected by exercising reasonable control over the character and design of sign structures which are near the rights-of-way.
- (3) To provide an improved visual environment for the citizens of, and visitors to, the City of Greenville.

(B) *Permit required.* Unless specifically exempted in subsection 19-6.6.3, a sign permit shall be obtained prior to erection, installation, display, structural alteration, or change of any sign.

(C) *Compliance with building and electrical codes.* All signs in their installation, maintenance, and removal must comply with the provisions of the building and electrical codes adopted by the city.

(D) *Responsibilities of sign owner.* It shall be the responsibility of the sign owner to maintain the sign and ensure compliance with the provisions of the section.

(E) *Setbacks; obstruction of visibility at intersections.* Freestanding signs shall not extend within two feet of a street right-of-way, unless specifically stated otherwise.

Freestanding signs shall not obstruct vision between a height of three feet and nine feet, measured from street grade closest to the sign, within the sight triangle.

(F) *Measurement of height when base is located below grade of road.* When a sign's base is located below the grade of a road that is adjacent to the property and to which it is oriented, the sign height shall be measured from the grade of that road.

(G) *Measurement of face area.* The dimensional requirements for sign faces shall be considered the allowable area of any one sign face, whether the sign is single-faced, back-to-back, or V-type.

(H) *Maintenance.* All signs shall meet the following provisions for maintenance. Signs that do not meet these provisions shall be repaired or removed within 30 days after receipt of notification from the administrator. Nonconforming signs are subject to the provisions of Section 19-9.5, *Nonconforming Signs*.

(1) The area around a sign shall be properly maintained so as to make the sign readily visible.

(2) All nonfunctioning bulbs or damaged panels shall be replaced or repaired.

(3) All sign copy shall be maintained securely on the sign face and all missing copy shall be replaced.

(4) All sign structures, framework, and poles shall be structurally sound.

(I) *Signs in or over public right-of-way.* No projecting sign or awning sign shall project more than 42 inches over a public right-of-way, provided that no part of the sign shall encroach within a vertical plane measured 2 feet from the edge of the adjacent street pavement. The bottom edge of the sign must maintain a clearance of at least 7 feet from the finish grade level below the sign. An air rights encroachment permit shall be required pursuant to subsection 19-2.1.1(A)(5) or 19-2.1.5(C)(3).

(J) *Display of noncommercial messages.* Any sign authorized in this section may display a noncommercial message in lieu of other copy.

19-6.6.2 Prohibited signs. Unless specifically permitted elsewhere in this section, the following signs shall be prohibited:

(A) Signs which imitate an official traffic sign or signal, or contain words or symbols displayed in a manner which could mislead or confuse drivers of vehicles, or which display intermittent lights resembling the color, size, shapes or order of lights customarily used in traffic signals or on emergency vehicles or on law enforcement vehicles.

(B) Signs which utilize lights, individually, as part of a lighting component, or in any other manner, that flash, strobe, pulsate, blink, twinkle, and or that create a sense of movement by scrolling, rolling, expanding and contracting written messages or visual images, and or that recreate or simulate moving video images.

(C) Signs employing motion in such a manner as to obstruct or interfere with a driver's view of approaching, merging, or intersecting traffic, or of a traffic signal, device or sign, or which would otherwise interfere with a driver's operation of a motor vehicle.

(D) Sign lighting that casts intense illumination onto any residential premises located in any residential district in a manner that by intensity, duration, location, or other characteristic is incompatible with a residential character.

(E) Roof signs.

(F) Portable signs.

(G) Beacons or search lights.

- (H) Inflatable signs.
- (I) Vehicle signs.
- (J) Pennants.
- (K) Snipe signs.
- (L) Off-premises signs, except such signs that identify, advertise, or give directions to government, quasi-government, nonprofit, charitable, cultural, educational, religious, or similar uses.
- (M) Abandoned signs.
- (N) Dilapidated signs.
- (O) Type I outdoor advertising signs, including digital technology, except as provided for in subsection 19-6.6.5, outdoor advertising signs.
- (P) Flags containing text or graphics advertising a business, service, or product.

19-6.6.3 Signs exempt from permit requirement. A permit shall not be required for the following types of signs, provided all applicable provisions of this section are met. Such signs shall not be considered in determining the allowable number or size of signs on a lot.

- (A) Traffic signs, including directional, warning and informational signs, owned by the city or SCDOT, and located in public rights-of-way or other adjacent property.
- (B) Official notices issued, or required to be posted, by any federal, state, county or municipal government.
- (C) Signs not exceeding one square foot in area and bearing only the property address, names of owners or occupants of the premises, or other identification of premises, and not having a commercial message.
- (D) Governmental flags, except when displayed in connection with commercial promotion.
- (E) Indoor signs not observable from outside the building.
- (F) Temporary window signs that do not exceed 20 percent of the total glazed window area.
- (G) Suspended signs which conform to the following:
 - (1) Not more than one sign per business entrance not exceeding two square feet in area shall be allowed; and
 - (2) Signs shall be mounted perpendicular to the building wall and such that the bottom edge of the sign is at least seven feet from the grade level below the sign.
- (H) Time and temperature only signs.
- (I) Public utility signs not exceeding one square foot in area provided they are placed on the utility's equipment.
- (J) Window Signs not exceeding two square feet, indicating business hours of operation, credit cards which are accepted on the premises, or group affiliations with which the business is associated, or clubs or groups which utilize, recommend, inspect or approve the business for use by its members, and non-illuminated "open" and "closed" signs.
- (K) Private traffic direction signs located on the premises for which directions are indicated not exceeding three square feet for each sign.
- (L) Gasoline pump signs. Signs shall be allowed on gasoline pumps so as to provide information to the public such as gallons, price, octane rating, and type of fuel. As the trade name of the business is oftentimes incorporated into the name for the different types

of fuel, the trade name and any associated symbols shall be permitted on the pumps as flat signs not to exceed three square feet in area per sign face.

(M) Campaign signs which conform to the following:

- (1) Such signs shall not be located on public property or in public rights-of-way. Signs must be confined wholly to placement on private property, with permission of the property owner.
- (2) Signs shall not be erected earlier than 60 days prior to the election or referendum to which they apply.
- (3) Signs shall be removed within five days after the election or referendum to which they apply. Signs for candidates in a runoff election may be maintained until the final election to which the signs apply.
- (4) Signs shall not exceed six square feet per sign face, and shall not exceed a height of four feet.
- (5) The regulations of this subsection do not prohibit the use of outdoor advertising signs.

(N) Project signs. One sign announcing a development and displaying the names of the building contractors, architects, engineers and craftsmen, finance organization, realtors, and similar information is allowed upon the premises of any work under construction or any work of major repair or improvement provided the sign does not exceed 60 square feet in area, is set back a minimum of ten feet from property line, is not located within the sight triangle, and the sign is removed within seven days after completion of the work.

(O) Home occupation signs. One non-illuminated sign shall be permitted for each home occupation provided the sign face does not exceed two square feet in area and that such sign is mounted flat against the wall of the principal structure.

(P) Building graphics. Drawings painted on buildings that contain no copy, symbols or other references to products or services.

(Q) Real estate signs.

- (1) Freestanding signs offering property for sale, rent, lease, or development shall be allowed subject to the following:
 - (a) For a single-family residential lot, one eight square foot sign is allowed per street front of the property.
 - (b) For all properties other than single-family residential, one 32 square foot sign is allowed per street front of the property.
 - (c) For parcels with street frontage exceeding 500 feet, one sign may be displayed at 500 foot increments.
- (2) Building signs offering property for sale, rent, lease, or development shall be limited to one 32 square foot sign per street frontage of the building.
- (3) A real estate sign shall be removed following rental, lease, or sale of the subject property.

(R) Banners and flags which advertise and promote charitable fundraisers, community awareness events, festivals sponsored by nonprofit organizations, anniversaries for nonprofit organizations, government, quasi-government, cultural, educational, religious or similar uses, and similar civic commemorations and occurrences. Such signs shall not be displayed more than 30 days prior to the event being promoted and shall be removed within 15 working days of the end of such event. Such signs may be displayed on utility poles if brackets specifically designed to display such signs on utility poles are used.

(S) Wall signs located at a service entrance provided there is not more than one per business and the sign does not exceed four square feet in area.

(T) Temporary noncommercial signs as follows: Such signs are permitted in any district provided the sign shall be erected for not more than seven consecutive days within a six-month period, shall be confined wholly to placement on private property, and shall not exceed five square feet in copy area and four feet in height. Such signs in residential areas shall not be illuminated.

(U) Signs on or a part of a vending machine, donation container, and similar accessory equipment, which are an integral part of the equipment and advertise only the products or services available from that equipment.

(V) Scoreboards and other signs at outdoor recreation facilities, and oriented to the interior of such facilities.

(W) Outdoor menu boards provided there is not more than one per outdoor ordering station.

19-6.6.4 Permanent signs.

(A) *Window signs.* Window signs are those signs which are attached to or located within 12 inches of the interior of a window. Window signs may be displayed in ground floor windows only. Allowances for the number and size of window signs are provided in Table 19-6.6-1: Window Signs.

(B) *Building Signs.* Building signs are those types of signs attached to a building, and include wall signs, awning signs, and projecting signs. Allowances for the number and size of building signs are provided in Table 19-6.6-2: Building Signs. Applicants are encouraged to submit sign plans for evaluation during the building permit review process.

(1) Standards for all building signs.

(a) The application of extraneous information on a building sign, such as services provided by the business, telephone numbers, hours of operation, etcetera, is not permitted. This information may be allowed in certain cases as window graphics.

(b) Building signs for businesses occupying space above the ground floor of a building are generally not allowed. Identification for these businesses should be limited to an area on or adjacent to the ground floor door leading to the upper floor space. However, wall signs may be allowed on the upper story, parapet, or penthouse of a building as part of a comprehensive sign program for the building approved by the administrator.

(c) The use of awnings for the primary purpose of providing signage is generally not appropriate. The application of text or graphics to an awning must be compatible with the design standards provided in the administrative manual. Internal illumination of semi-opaque awnings is not permitted.

(d) The use of cabinet or box signs is prohibited unless used in a multi-tenant development where the predominant sign type is cabinet or box.

(e) Building signs may only be displayed on facades that include a customer entrance or the appearance of display windows.

(2) *Standard for Group development.* Group developments which are subject to the provisions of the Non-Residential Design Standards in Section 19-6.5 shall submit a comprehensive sign program for design review by the administrator. Standards for evaluating sign programs are listed in the Administrative Manual. Applicants are encouraged to submit a comprehensive sign program for evaluation during the building permit review process.

(C) *Freestanding Signs.* Freestanding signs are those types of signs that are supported by a structure secured to the ground and are wholly independent of any building, other than a sign structure, for support. Freestanding signs include monument signs, decorative post signs, freestanding suspended signs, and pylon or pole signs. Allowances for the number and size of freestanding signs are provided in Table 19-6.6-3: *Freestanding Signs*. Applicants are encouraged to submit sign plans for evaluation during the site plan permit review process.

(1) *Lighting.* Freestanding signs may be illuminated internally, provided the background is opaque allowing only the letters and logo to light, or with a shielded spot light located at the base of the sign.

(2) *Address.* The address of the property shall be displayed on the freestanding sign(s) oriented to the street on which the address is assigned. The address shall be displayed using a character size of at least 6" tall.

(3) *Landscaping.* It is the intent of this section to insure that freestanding signs are an integral part of the overall built and landscaped environment of a site. Landscaping around the base of a freestanding sign may be used to soften a blank base of a sign and to help integrate a sign into its surroundings. Guidelines for the use of landscaping around a sign base are provided in the Administrative Manual. General landscape requirements are listed in Section 19-6.2.2, Landscaping requirements.

(4) *Electronic messages boards.* Electronic message boards may be included on monument and pylon signs, provided such element:

(a) Shall not exceed 30% of the sign face area; and

(b) Shall maintain a static message for at least six seconds, and shall not utilize any of the techniques prohibited by Section 19-6.6.2(B).

(5) *Standards for Group Development.* For group developments where multi-tenant freestanding signs are used, the number of tenant panels on each sign shall be limited to 5, plus the name of the development; provided, however, that each tenant which occupies at least 10,000 square feet of space in the development shall be allowed a panel on one of the development's multi-tenant signs on each street frontage of the development.

(6) *Design Review.*

(a) All signs proposed in the C-4, Central Business District, or a PO, Preservation Overlay District, require review by the Design Review Board, which shall supersede (c) and (d) below.

(b) The application of extraneous information to a sign, such as services provided by the business, telephone numbers, hours of operation, etcetera, is not permitted. This information may be allowed in certain cases as window graphics.

(c) Freestanding signs that do not exceed the size and height limits provided in Table 19-6.6-3: *Freestanding Signs* do not require design review.

(d) The applicant for a sign permit may obtain an increase in sign area and or sign height by requesting design review by the administrator. The administrator may allow sign height up to 10' and or sign area up to 36 square feet for a sign that meets the design standards listed in the Administrative Manual. All signs are reviewed on a case-by-case basis for quality of design, compatibility with the aesthetic quality of the site, and the character of the district, in which they are proposed.

(7) *Exceptions to Sign Standards.* Unusual site conditions or other design factors may warrant signs not otherwise permitted by these regulations. The Design Review Board, through an application for a Certificate of Appropriateness, is authorized to grant an exception to allow an increase in sign area and or sign height, up to 20', or other design-related modifications based on the following findings:

(a) There are exceptional or unusual circumstances associated with the property involved, such as, but not limited to:

- (i) Size of the development parcel
- (ii) Frontage on an interstate highway
- (iii) Visual obstructions
- (iv) Unusual building location on-site
- (v) Certain uses which are primarily for entertainment, recreation, conference, or exhibition venues, which are open to the public and which have regularly-changing events, such as convention and exhibition halls, theaters and cinemas, sports stadiums and arenas.

(b) The exception is consistent with the intent and purpose of the sign regulations and will not constitute a grant of special privilege or entitlement inconsistent with limitations applied to other properties in the vicinity with the same zoning.

(c) The sign exception is for superior design that will not result in visual clutter and is consistent with the intent and purpose of these sign regulations.

(D) Appeals to the Design Review Board

(1) An applicant may appeal a design-related decision of the Administrator on an application to the Design Review Board by filing a written appeal with the Administrator within ten business days of the mailing of a written decision. The appeal shall specify the grounds for the appeal.

(2) The procedures for appeal are the same as those referenced in [*Section 19-2.3.16, Appeals from Interpretations and Decisions of the Administrator*](#), except that the appeal shall be heard by the DRB rather than the Board of Zoning Appeals.

19-6.6.5 Outdoor advertising signs.

(No changes proposed in this section)

19-6.6.6 Special purpose signs.

(A) *Automobile dealerships.* Automobile dealerships shall be allowed one automobile franchise sign per franchise which does not count toward the total allowable number of signs on the premises. The size and height of each sign shall comply with the provisions for permanent signs in Section 19-6.6.4.

(B) *Movable signs in on public right-of-way.* Movable signs shall be permitted on public right-of-way, provided the following conditions are met:

- (1) The sign face shall not exceed 19½ square feet in area.
- (2) Sign height shall not exceed 6½ feet, measured vertically from the ground level to the top of the sign, nor three feet in width measured at its widest points. All measurements shall include any frame.
- (3) A city encroachment permit shall be required for any sign placed on public property or in the public right-of-way. Each sign shall be subject to such requirements as the city manager from time-to-time approves for purposes of safety, durability, and appearance.
- (4) No encroachment permit shall be required for movable signs on private property. However, requirements otherwise in place for sign permits on private property are not affected by this section.

(C) *Temporary signs.* Temporary signs shall be limited to one 32 square foot sign per tenant. Such signs shall be securely attached to a building or other permanent structure. A permit for such signs shall be issued for not more than one 30-day period per quarter. With reasonable cause and in the public interest, the city manager may approve, upon written request, modifications to the size of the sign and its duration for display.

(D) *Seasonal use signs.* Seasonal use signs shall be permitted subject to the following:

- (1) One freestanding sign and/or one wall sign shall be allowed per seasonal use;
- (2) Each sign face shall not exceed 16 square feet in area;
- (3) A new sign permit shall be required for each new season; and
- (4) Signs shall be removed when the use closes for the season.

(E) *Sponsorship signs.* In addition to other district requirements, "indoor entertainment facilities", "outdoor entertainment facilities", and "convention centers" as defined under section 19-11 of this chapter may display product or business names to identify certain elements of the building including, but not limited to, building entrances and ticket windows subject to the following limitations:

- (1) Such signage shall be limited to four per facility;
- (2) Such signage shall include the word "entrance," "ticket office," or whatever element is being named;
- (3) Such signage shall not be internally illuminated;
- (4) Such signage shall not be allowed in residential districts;
- (5) A sign permit shall be required for each sponsorship sign; and
- (6) Such signage shall receive a certificate of appropriateness from the design review committee in order that the design review committee may evaluate the appropriateness of the size, design, and placement of such signs and product logos for compatibility with the overall architecture of the building on which the sign will be placed.

(F) *Banners for institutional uses.* Institutional uses, as defined in this article, may display banners on the premises of the institutional use.

- (1) The size of banners shall not exceed seven square feet.
- (2) The number of banners allowed shall be three per acre, or portion thereof, of the institutional use's property.
- (3) When multiple institutional uses are co-located in a campus-like setting, the total number of allowed banners shall be based on the overall acreage of the combined properties. Each individual institutional use shall be allowed the number of banners equal to the total number of allowed banners divided by the total number of co-located institutional uses.
- (4) A sign permit shall be obtained prior to displaying banners. As part of the permit application, the applicant shall submit a plan indicating where and on what type of structure the banners will be displayed, how the banners and/or hardware will be mounted, engineered drawings showing the mounting structure can support the banners regarding wind load, the duration of the banner display, and written consent from the property owner if banners will be displayed off-premises (in a co-location situation).
- (5) Faded, tattered, or unsecured banners and mounting hardware which is broken or bent shall be removed or repaired in a timely manner.

(G) *Banners for Commercial Uses.* Commercial use may display banners on the premises of the commercial use.

- (1) The size of banners shall not exceed seven square feet.
- (2) The number of banners allowed shall be three per acre, or portion thereof, of the commercial use's property.
- (3) For multi-tenant developments such as shopping centers and office parks, the total number of allowed banners shall be based on the overall acreage of the combined properties.
- (4) The banner shall not display a commercial message, i.e. a business name, product, or service.
- (4) A sign permit shall be obtained prior to displaying banners. As part of the permit application, the applicant shall submit a plan indicating where and on what type of structure the banners will be displayed, how the banners and/or hardware will be mounted, engineered drawings showing the mounting structure can support the banners regarding wind load, the duration of the banner display, and written consent from the property owner if banners will be displayed off-premises (in a multi-tenant situation).
- (5) Faded, tattered, or unsecured banners and mounting hardware which is broken or bent shall be removed or repaired in a timely manner.

19-6.6.7 Sign tables. The tables referred to in this section are set out below:

(Replace sign tables in their entirety)

Table 19-6.6-1: Window Signs

Window Signs				
Zoning District	Sign Type	Number	Copy Area	Design Standards

All Non-Residential Districts	Internally-Illuminated or Exposed neon Window sign	2 per tenant	4 square feet per Sign, not to exceed a total of 20% of tenant window area for all window signs	Standards in Section 19-6.6.4(A) and Administrative Manual
	Non-illuminated Window sign	2 per tenant	20% of tenant window area for all window signs	

Table 19-6.6.2: Building Signs

Building Signs (wall signs, awning signs, projecting signs)					
Zoning District	Sign Type	Number	Height	Copy Area	Design Standards
All Non-Residential Districts and All Non-Residential Uses permitted in Residential Districts	Wall Sign or Awning Sign	1 per tenant exterior wall (but not more than 3 total)	Not above roof line or parapet	10% of wall area, not to exceed 200 square feet ¹	Design Guidelines in C-4 and PO districts, plus standards in Section 19-6.6.4(B) and Administrative Manual
	Projecting Sign	1 per tenant	Not above roof line or parapet	20 square feet	

¹ For buildings exceeding 10 stories, wall sign to be located at the top of a building façade shall not exceed 350 square feet in area.

Table 19-6.6-3: Freestanding Signs

Freestanding Signs (monument signs, decorative post signs, freestanding suspended signs, pylon signs)					
Zoning District	Sign Type	Number¹	Height	Size	Design Standards
All Non-Residential Districts, All Non-Residential Uses permitted in Residential Districts, Multi-family Residential Developments, and Single-family Residential Subdivisions	Monument Sign	2 per street front for group development or 1 per street front for freestanding business or use ²	5 feet ^{3,4}	16 square feet ^{3,4}	Design Guidelines in C-4 and PO Districts, plus standards in Section 19-6.6.4(C) and Administrative Manual
	Decorative Post Sign	Same as above	5 feet ³	16 square feet ^{3,4}	
	Freestanding Suspended Sign	Same as above	8 feet	16 square feet	

Special Sign Overlay District	Pylon Sign	2 per street front for group development or 1 per street front for freestanding business or use ²	5 feet ^{3,4}	16 square feet ^{3,4}	
¹ Allowed number of signs includes all freestanding sign types. ² Group Development is a building or group of buildings which consists of more than one business functioning as a unit, and which are inter-dependent on required site amenities such as parking, site access, landscaping and trash collection, regardless of the number of parcels the group development may be separated into. A freestanding business is a single business or use on a single parcel that is not dependent on another parcel for compliance with required site amenities. ³ Sign height may be increased up to 10 feet and size may be increased up to 36 square feet based on standards described in Section 19-6.6.4(C), and the Administrative Manual, and approval of the Administrator. ⁴ Sign height may be increased up to 20 feet and size may be increased based on standards described in Section 19-6.6.4(C), and the Administrative Manual, and compliance with exceptions described in Section 19-6.6.4(C) and approval by the Design Review Board.					

Sec. 19-9.5. Nonconforming signs.

19-9.5.1 General.

(A) Subject to the conditions set forth in this section, nonconforming signs may continue in operation and maintenance, provided that nonconforming signs:

- (1) Shall not be changed to or replaced with another nonconforming sign. This provision shall prohibit a change in copy or graphics on the sign face of a single-tenant sign. Copy or graphics may be changed on the sign face of a group development sign, provided the change maintains or establishes consistent color and design of the overall sign;
- (2) Shall not be structurally altered so as to extend useful life;
- (3) Shall not be expanded;
- (4) Shall not be relocated, except in compliance with this article; or
- (5) Shall not be re-established after damage or destruction of more than 50 percent of the replacement value of the same type of sign at the time of such damage or destruction. Any damage to a nonconforming sign that is not repaired constitutes damage or destruction for purposes of this subsection, and that damage shall be cumulative.
- (6) Shall be removed when the business or other activity which the sign advertises is no longer in operation on the same parcel as the sign.
- (7) Shall be removed if the site and/or building on the same parcel as the sign is demolished and/or redeveloped or reconstructed.

(B) This section shall not prevent normal maintenance operations performed on a nonconforming sign or sign structure, provided structural elements are not removed and replaced. Nonconforming signs declared to be structurally unsafe by the administrator shall be removed and not repaired.

19-9.5.2 Signs made nonconforming due to condemnation. When a sign is located on land condemned for road right-of-way acquisition, the following standards shall apply:

- (A) Any sign not located within, and which does not overhang, the land acquired for right-of-way may remain in-place, subject to subsection 19-9.5.1, general.
- (B) Any sign located within the new right-of-way for a state or federal highway shall, at a minimum, comply with state standards for relocation.

(C) Any sign located within the right-of-way acquired for a city street or for other purposes shall comply with the provisions of Section 19-9.5.1, *General*.
(Ord. No. 2007-52, § 19-9.5, 7-9-07)

Section 19-2.1.4(B)(2) *Urban design panel.* The urban design panel shall have the following powers and duties under this chapter:

(a) *Certificates of appropriateness.*

1. To review and decide based on design guideline criteria and adopted master plans applications for certificates of appropriateness within the C-4 zoning district, including the west end preservation overlay district (subsection 19-2.3.8, certificate of appropriateness).
2. To delegate review of certain types of applications for certificates of appropriateness to the administrator (subsection 19-2.3.8, certificate of appropriateness).
3. To review and decide based on design guideline criteria and standards established in section 19-6.6.4 applications for certificates of appropriateness for: freestanding signs exceeding ten feet in height in any district; and sponsorship signs pursuant to subsection 19-6.6.6(E), sponsorship signs.

(b) *Unreasonable hardship exemptions.* To review and decide applications for unreasonable hardship exemptions in the C-4 zoning district and west end preservation overlay district (subsection 19-2.3.8(H), unreasonable hardship exemption).

(c) *Appeals.* To hear and decide appeals from the administrator's rulings in matters under the purview of the urban design panel, and design-related decisions pursuant to Section 19-6.6 where there is an alleged error in any order, requirement, determination or decision (subsection 19-2.3.16, appeals from the decisions and interpretations of the administrator).

Section 19-11.2, Definitions

Extraneous information. As it relates to signs, extraneous information is data that does not identify the name of the person or entity, its essential function, and its street address.

Sign. A device designed to inform or attract the attention of persons not on the premises on which the device is located, or to advertise, promote the interest of, or attract attention to, any business, industry, individual, group, enterprise, public performance, or cause. The definition of sign includes all the components necessary for its display, including supporting structure, footings, and lighting.

Sign, abandoned. A sign structure that does not have a permanent sign face or pending sign permit application; or, a sign advertising a business activity or firm that is no longer in operation at the location identified by the sign. An abandoned sign includes all elements of the sign, including its structure, sign face and sign copy.

Sign, awning. A sign which is printed, painted, or affixed to an awning or canopy.

Sign, back-to-back. A single sign structure with two parallel and directly opposite sign faces.

Sign, campaign. A sign expressing support for a candidate for public office or another position regarding a public figure or a public issue relating to an upcoming election or referendum. Outdoor advertising signs shall not be considered campaign signs.

Sign, decorative post. A low profile freestanding sign mounted on two poles placed at the outermost sides of the sign face. A decorative post sign is similar to a monument sign except that the base is not solid.

Sign, dilapidated. A sign that the administrator has determined is structurally unsound, has defective parts, or is in need of painting or maintenance.

Sign, face. The area within a regular geometric shape enclosing all copy and blank masking. Structural supports not bearing information shall not be included in the computation of sign face. All decorative embellishments or appurtenances, such as directional arrows, which are not part of the sign face shall not constitute more than 20 percent of the sign face.

Sign, freestanding. A sign that is permanently supported by a structure secured to the ground and is wholly independent of any building, other than a sign structure, for support.

Sign, freestanding suspended. A sign comprised of a vertical pole, a horizontal decorative sign support, and a suspended sign face.

Sign, inflatable. A sign that requires air, whether contained or blown, to keep and maintain its shape, or which causes an object to flutter.

Sign, mansard roof. See: Sign, wall.

Sign, monument. A freestanding sign which has a solid base that the sign face is installed upon.

Sign, movable. A sign, such as an A-frame, that is moveable by a person without aid of a motor vehicle or other mechanical equipment.

Sign, nonconforming. A sign that does not comply with the provisions of this article, but that was lawful at the time of its installation.

Sign, off-premises. A sign advertising goods, products, services, or facilities that are located on premises other than those upon which the sign is located.

Sign, outdoor advertising.

(a) *Type I.* A permanent freestanding off-premises sign, commonly referred to as a billboard, and that is generally used to rent or lease advertising space.

(b) *Type II.* A sign located on, and designed as an integral part of, city-approved public transportation shelters and is generally used to rent or lease advertising space.

Sign, owner. A person who either owns the real property upon which a sign is located; or a person who owns the sign itself; or a person whose products, services or cause is promoted by the sign; or a combination of those persons.

Sign, portable. A sign that may be moved from one location to another, is not permanently affixed to the ground, and is differentiated from a movable sign in that it may be equipped for transportation by motor vehicle or other mechanical means. Trailer signs are considered to be portable signs.

Sign, projecting. A sign that projects 12 inches or more from, and is supported by, a building wall.

Sign, pylon. A freestanding sign typically supported by one or two steel columns, and is dissimilar from a monument sign because its base is not solid to the ground.

Sign, roof. A sign that is erected, constructed or maintained above the roof of any building.

Sign, seasonal use. A temporary sign for a use that operates only during certain seasons or holidays of the year and is not part of a year-round business.

Sign, snipe. A temporary sign which is attached in any manner to a tree, pole, stake, fence, or other object.

Sign, structure. That portion of the sign designed to support the loads, forces and combinations thereof encountered without exceeding in any of its structural elements the stresses described in the South Carolina State Building Code.

Sign, suspended. A sign that is suspended from, and supported by, the underside of a horizontal plane surface.

Sign, temporary. A sign that is made of paper, cardboard, cloth, canvas, wallboard, or other lightweight material, with or without a frame, and is intended to be displayed for a limited period of time.

Sign, vehicle. A permanent or temporary sign affixed to, painted on, or placed in or upon any parked vehicle, parked trailer or other parked device capable of being towed, which is displayed in public view under such circumstances as to location on the premises, time of day, duration, availability of other parking spaces on the premises, and the proximity of the vehicle to the area of the premises where it is loaded, unloaded or otherwise carries out its principal function, which circumstances indicate that the primary purpose of said display is to attract the attention of the public rather than to serve the business of the owner thereof in the manner which is customary for said vehicle.

Sign, v-type. A sign with two sign faces in the shape of the letter "V" when viewed from above; their faces oriented in different directions; and, the interior angle created by the intersection of the sign faces not exceeding 60 degrees.

Sign, wall. A sign painted on, or attached flat and parallel to, the exterior wall or surface of a building or other structure and which projects not more than 12 inches from that wall or surface. A sign located flat on a mansard roof shall be considered a wall sign.

Sign, window. A sign which is painted on, applied to, or projected upon the glass area of a building, including doors, or located within 12 inches of the interior of a window.